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Application No.: 09/996,155

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AMENDMENTS TO THE CLAIMS

Please cancel claims 1-19 and add new claims 21-33 such that the status of the claims is as follows:

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**1-19. (Cancelled)**

**20. (Original)** A method for dispensing tape flags from a roll of linerless sheet material which is elongated longitudinally, has first and second opposed surfaces, first and second opposed side edges, and which has first and second side-by-side longitudinally extending portions, the linerless sheet material having a repositionable pressure sensitive adhesive on only the first portion of the first surface and being formed from a material that is sufficiently transparent when adhered to a substrate that underlying images on the substrate are substantially visible through the linerless sheet material, the method comprising:

providing a repeating indicia pattern disposed on one of the surfaces of the sheet material, with each of the repeating indicia patterns being sufficiently visible to define first and second indicators when the roll of sheet material is unwound;

visibly detecting the first indicator during processing of the roll to facilitate cutting apart discrete tape flag sheeting segments, of equal length, with each segment having a first side and a second side and bearing one of the repeated indicia patterns thereon; and

visibly detecting the second indicator from the second side of each cut segment when that cut segment has its first side adhered to a surface in order to direct attention to a section of that surface.

**21. (New)** The method of claim 20 wherein the step of visibly detecting the first indicator includes detecting the first indicator with an optical sensor and generating a detection signal.

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22. (New) The method of claim 21 wherein a process controller processes the signal and registers the sheet material for advancement and cutting.

23. (New) The method of claim 20 further comprising:  
adhering the first side of a first tape flag sheeting segment to a surface of a first article at a first location with respect to the first article; and  
adhering the first side of a second tape flag sheeting segment to a surface of a second article at a second location with respect to the second article.

24. (New) The method of claim 23 wherein the first location and the second location are each within a predetermined degree of registration of a desired location of the respective tape flag sheeting segment on the respective article.

25. (New) The method of claim 24 wherein the predetermined degree of registration is 0.33 inch in any planar coordinate on the surface of the article.

26. (New) The method of claim 25 wherein the step of adhering the first side of a tape flag sheeting segment to a respective article is repeated more than about 3,000 times per hour by an apparatus.

27. (New) The method of claim 26 wherein the step of adhering the first side of a tape flag sheeting segment to a respective article is repeated more than about 9,000 times per hour by an apparatus.

28. (New) The method of claim 24 wherein the predetermined degree of registration is 0.03125 inch in any planar coordinate on the surface of the article.

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29. (New) The method of claim 28 wherein the step of adhering the first surface of a tape flag sheeting segment to a respective article is repeated more than about 3,000 times per hour by an apparatus.

30. (New) The method of claim 29 wherein the step of adhering the first surface of a tape flag sheeting segment to a respective article is repeated more than about 9,000 times per hour by an apparatus.

31. (New) The method of claim 20 wherein the step of providing a repeating indicia disposed on one of the surfaces of the sheet material includes printing the indicia on the sheet material.

32. (New) The method of claim 20 wherein the step of cutting apart discrete tape flag sheeting segments includes rotating a laterally disposed rotary knife across the sheet material.

33. (New) The method of claim 32, and further comprising the step of:  
cleaning the rotary knife during each rotation thereof to inhibit the build-up of  
adhesive or sheeting material on the knife.

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